

SOUTH DAKOTA NATIONAL GUARD FAMILY READINESS PROGRAM



FAMILY READINESS GROUP NEWSLETTERS



Preparing A Newsletter



*South Dakota
National Guard
Family Readiness
Program*



- Purpose
- Audience
- Content

Preparing A Newsletter



- ***Newsletters***
should be short
and to the point

Preparing A Newsletter



○ Reasons for Using a Newsletter:

- Communicate to a specific group
- Save meeting time
- Provide recognition
- Introduce new ideas
- Introduce people
- Provide information about benefits, activities, programs and services available
- Build camaraderie
- Improve family readiness and well-being



Preparing A Newsletter



○ Newsletter Guidelines:

- **Purpose** – Communicate accurate, unbiased and current information
- **Audience** – What do you know about the people you are writing to?
- And **why** do they need the information?
- **Content** – Is your news timely? Can they use it? Are you giving them too much at once?



Preparing A Newsletter

- **Contain two types of information –**

Official – relates to command and mission essential information, education about benefits, programs & services

Unofficial – relates to fundraisers, births, deaths, etc.





Funding for a Newsletter

- **Funding for Newsletter:**
 - **Appropriated Funds** (APFs) (are appropriated by Congress)
 - **Unit prints** - Newsletter must contain Official information and be approved by Commander (80% official 20% unofficial)



Funding for a Newsletter

○ Funding for Newsletter:

- Nonappropriated Funds (NAFs) (are not appropriated by Congress but stem from the sale of goods & services to the DoD military community.)
- Family Readiness Office Reimburses FRG for Publication Costs w/NAFs – (see SDNG Form 600-12-6R)
- Newsletter must contain 70% of Family Readiness Group information & approved by Lead Volunteer and Commander



Funding for a Newsletter

- **Funding for Newsletter:**
 - **Family Readiness Group Funds** (FRG covers all costs) – Information must comply with military standards
 - Reviewed and Approved by Lead Volunteer and Commander



Preparing A Newsletter

- **Official FRG Newsletters (paid with appropriated funds by Unit) May contain:**
 - Notices from FRG and Commander
 - Information on special events such as meetings
 - Unit history, training schedule, chain of command
 - Birth announcements, birthdays, marriages, new soldiers
 - Government websites
 - Training information, deployment hints
 - Family Assistance Center contact information, 1-800-658-3930
 - Must be approved and signed by the Commander

Cannot Contain:

- Advertising for private or commercial business
- Financial reports or \$ amounts (e.g. FRG fund reports)
- Political notices
- Casualty or injury report
- Professional sports scores
- Recipes of any kind



Preparing A Newsletter



○ FRG Publishes:

- Not restricted in content (can have ads, FRG funds reports, etc)
- Produced and paid for with FRG funds
- **OR:** Production costs reimbursed with NAF Funds from State Family Readiness Office – must contain 70% FRG information
- Reviewed & Approved by Lead Volunteer & Commander

○ **Information is always:**

- In good taste
- No Mission-critical information
- Sensitive to safety and security



Preparing A Newsletter



- Gather valuable & timely information
- Have regular publishing schedule
- Set deadlines
- Request all information be submitted on disk
- Allow time for review of newsletter by Lead Volunteer and Commander prior to printing



Preparing A Newsletter



- Get Newsletter approved by Lead Volunteer & Commander prior to publication
- Abide by current military policy
- Send copy to State Family Readiness Office
- File Copy in Unit (Commander's) Family Readiness Binder
- Mailing lists are never released



Where Do I Get The Information?



- Family Readiness Group (FRG)
- FRG Meetings
- State Lead Volunteer/State FR Office
- Commander driven information
- Family members
- Community members
- Professionals
- Internet – Ensure reliable source
- Check Copyright



Inverted Triangle



Essential information first!

Good to know for understanding
but NOT essential.

Additional,
Extra



Resources



- RESOURCES for Newsletter:
 - Family Program Office can provide:
 - Paper
 - Envelopes
 - Postage (stamps)
 - Blank Address Labels
 - Examples of other FRG's newsletters



Resources



○ RESOURCES for Newsletter:

● Family Program Office can provide:

- Reimbursement for printing cost, see SDNG Form 600-12-6R
- Or reimbursement for supplies (paper, envelopes, postage, etc.), see SDNG Form 600-12-6R
- Advice/Questions/Assistance – Call 1-800-658-3930 State Family Readiness Office or familyprogram@sd.ngb.army.mil





Thank You for Your Dedication and Commitment



Last updated: 4/2007